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Doing Business in ASEAN Markets: Leadership Challenges and Governance Solutions across Asian Borders

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The authors of this important book analyse the pitfalls and risks of doing business in ASEAN countries that are mostly absent in Western markets, covering various strategic, external, operational, and legal-cultural challenges for international companies. *Doing Business in ASEAN Emerging Markets* crucially addresses how to resolve those barriers. Encompassing issues of governance and leadership standards, the authors present case studies and practical solutions underpinned by academic research. Helping executives learn how to implement high international standards and maintain sensitivity to socio-cultural and political Asian contexts, the book highlights the need to create an international diverse and unified leadership team that will take better decisions and effectively deal with risks, and apply best corporate governance practices within an Asian context.

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